

INTRODUCTION TO A2P MESSAGING MARKET

FROM 2025 TO 2030



MARKET SIZE &
GROWTH PROJECTIONS

WWW.VELOSMS.COM

Table of Contents

Introduction	03
A2P Messaging Market Size & Trends	04
Report Coverage & Deliverables	05
Regional Insights	07
Key A2P Messaging Company Insights	09
Key A2P Messaging Companies	10
Recent Developments	11
A2P Messaging Market Report Scope	12
Global A2P Messaging Market Report Segmentation	13
Contact Us	15

Introduction

VeloSMS: Empowering Business Communication

In today's digital era, where instant, personalized interactions are essential, VeloSMS provides a robust API for seamless SMS integration into your applications and systems. Backed by Fortis Communication Inc., a trusted leader in voice and SMS solutions since 2006, VeloSMS ensures reliability, security, and scalability.

Join us to revolutionize your business communication and stay ahead of the competition with fast, secure, and effective messaging. Contact VeloSMS today to transform your communication strategy and drive success!





A2P Messaging Market Size & Trends

The global A2P messaging market, valued at **USD 71.50 billion in 2024**, is projected to grow at a **CAGR of 5.4% from 2025 to 2030**, driven by its adoption in business communications for tasks like order placements, invoices, and notifications. Offering superior deliverability, reliability, and security compared to traditional SMS, A2P messaging enables real-time customer engagement and feedback across industries such as IT, government, retail, and media. Integration into CRM applications enhances appointment reminders, surveys, and purchase confirmations, while use cases like query handling, banking alerts, and interactive services further fuel adoption. The market's growth is supported by expanding mobile subscriber bases, 5G network deployment, and collaborations like Twilio and SoftBank's 2023 partnership, boosting global reach and engagement.

Report Coverage & Deliverables

Component Insights



The platform segment leads the market, with a 61.1% share in 2024, driven by BFSI, healthcare, and media sectors. Services like authentication and support are set to grow fastest, fueled by smartphone adoption and OTT business expansion.

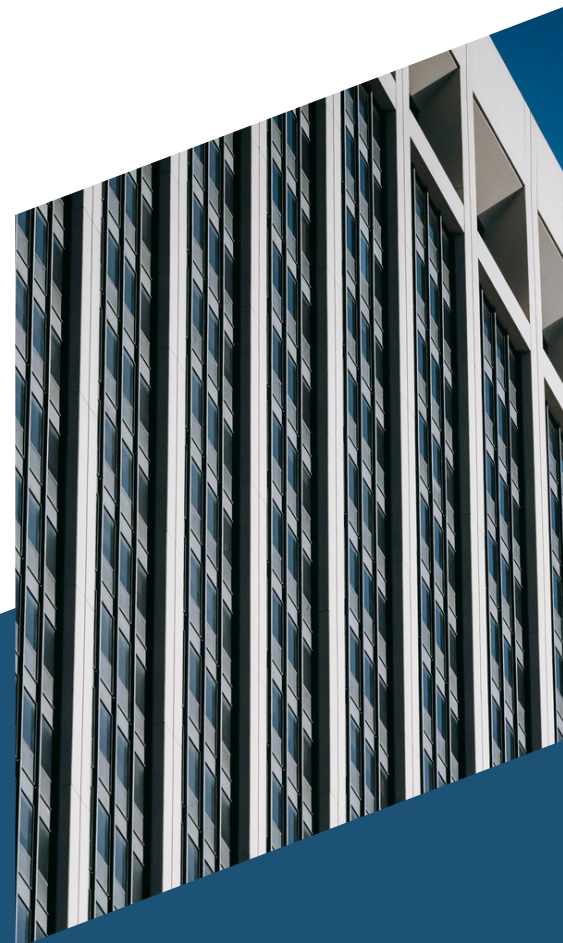
Deployment Mode Insights



Cloud-based A2P messaging is rapidly growing due to its scalability and cost-efficiency, offering seamless integration for businesses across multiple regions. On-premise solutions remain popular in industries with strict compliance needs.

Enterprise Size Insights

Large enterprises dominate the adoption of A2P messaging, leveraging its capacity for high-volume communications. Meanwhile, small and medium enterprises (SMEs) are increasingly integrating A2P solutions for affordability and accessibility.



SMS Traffic Insights



Transactional messages, such as OTPs and payment notifications, account for the majority of SMS traffic. Promotional SMS is also expanding as businesses explore more direct customer engagement strategies.

Application Insights

CRM applications lead the way, utilizing A2P SMS for appointment reminders, surveys, and alerts. Other applications include banking queries, promotional campaigns, and interactive services like voting and donations.

Vertical Insights



BFSl, retail, and telecom sectors are key verticals driving demand. Post-pandemic growth in remote healthcare and education has also boosted A2P messaging adoption.



Regional Insights

Growth varies across regions due to infrastructure, regulations, and market readiness:



U.S. A2P
Messaging
Market Trends

Europe A2P
Messaging
Market Trends

Asia Pacific A2P
Messaging
Market Trends

Regional Insights



U.S. A2P Messaging Market Trends

The U.S. market is driven by the rapid adoption of mobile marketing and robust e-commerce growth, making it one of the most lucrative regions for A2P messaging.



Europe A2P Messaging Market Trends

European markets are embracing A2P for GDPR-compliant communications, with financial and retail industries being significant contributors.



Asia Pacific A2P Messaging Market Trends

APAC leads in market growth due to a rising mobile subscriber base, widespread digital transformation, and cost-effective implementation of A2P messaging solutions.



Key A2P Messaging Company Insights

Market Leaders



Prominent companies shaping the A2P messaging market include AT&T Inc., China Mobile Limited, Genesys, Orange, and Tata Communications. These organizations leverage partnerships, mergers, and innovative solutions to expand their customer base and strengthen market presence.

AT&T Inc.



AT&T offers a robust 10DLC solution, enabling businesses to streamline SMS, MMS, and voice communications through a single 10-digit number. This solution enhances customer trust and engagement while adhering to CTIA Messaging Guidelines, providing high deliverability and seamless setup.

Genesys

Genesys specializes in cloud-based and on-premises customer experience platforms, offering solutions like SIP communications and WebRTC for contact centers. Its interactive voice response platform supports multi-channel interactions—calls, SMS, emails, and web chat—delivering proactive and seamless customer engagement.

Strategic Focus

Industry leaders are prioritizing innovation and collaboration to address growing demand, ensuring secure, reliable, and scalable A2P messaging solutions tailored to dynamic enterprise needs.



Key A2P Messaging Companies

The following are the leading companies in the A2P messaging market. These companies collectively hold the largest market share and dictate industry trends.

- AT&T Inc.
- China Mobile Limited
- Genesys
- Infobip Ltd.
- Orange
- Proximus
- Sinch
- Tata Communications
- Twilio Inc.
- VONAGE
- VeloSMS

Recent Developments



VeloSMS

VeloSMS, an emerging leader in the A2P messaging space, offers an advanced platform for businesses to simplify communication and enhance customer engagement. Its intuitive interface supports high-volume SMS campaigns with features like real-time delivery tracking, customizable templates, and automated responses, making it a preferred choice for enterprises across industries. VeloSMS continues to innovate, ensuring businesses can deliver secure and impactful messages to their audiences while adhering to global compliance standards.

Infobip Ltd.

In February 2024, Infobip introduced a Rich Communication Services (RCS) Business Messaging Solution aimed at Mobile Network Operators (MNOs) and enterprises. The solution enhances customer engagement through interactive messaging, offering features like verified sender identities, brand consistency with logos and colors, and support for rich media formats like images, videos, and card carousels, delivering an engaging and secure messaging experience.

Sinch

In September 2023, Sinch expanded its 2-way SMS capabilities by launching SMS for Zoho Desk via Sinch MessageMedia. This integration strengthens Sinch's collaboration with the Zoho Suite, enabling customer service teams to manage inquiries efficiently from a unified platform, improving response times and overall customer satisfaction.

A2P Messaging Market Report Scope

Report Attribute	Details
Market size value in 2025	USD 74.27 billion
Revenue forecast in 2030	USD 96.73 billion
Growth rate	CAGR of 5.4% from 2025 to 2030
Base year for estimation	2024
Historical data	2018 - 2023
Forecast period	2025 - 2030
Quantitative units	Revenue in USD billion and CAGR from 2025 to 2030
Report coverage	Revenue forecast, company market share, competitive landscape, growth factors, and trends
Segments covered	Component, deployment mode, enterprise size, SMS traffic, application, vertical, region
Regional scope	North America; Europe; Asia Pacific; Latin America; MEA
Country scope	U.S.; Canada; Mexico; Germany; UK; France; China; Japan; India; South Korea; Australia; Brazil; KSA; UAE; South Africa
Key companies profiled	Twilio Inc.; Dialogue Communications; Infobip Ltd.; Sinch; Proximus; Tata Communications; AT&T Inc.; China Mobile Ltd.; Orange S.A.; Genesys

Source: <https://www.grandviewresearch.com/industry-analysis/a2p-messaging-market-report>

Global A2P Messaging Market Report Segmentation



Component Outlook (Revenue, USD Billion, 2018 – 2030)

- Platform
- Services

Deployment Mode Outlook (Revenue, USD Billion, 2018 – 2030)

- On-premise
- Cloud

Enterprise Size Outlook (Revenue, USD Billion, 2018 – 2030)

- Large Enterprises
- Small & Medium Enterprises

SMS Traffic Outlook (Revenue, USD Billion, 2018 – 2030)

- National
- Cross-border

Application Outlook (Revenue, USD Billion, 2018 – 2030)

- Pushed Content Services
- Interactive Services
- Promotional Campaigns
- Customer Relationship Management (CRM) Services
- Others

Vertical Outlook (Revenue, USD Billion, 2018 – 2030)

- BFSI
- Healthcare
- Media & Entertainment
- Retail & E-commerce
- Travel & Tourism
- Others



Regional Outlook (Revenue, USD Billion, 2018 – 2030)

North America

- U.S.
- Canada
- Mexico

Europe

- Germany
- UK
- France

Asia Pacific

- China
- Japan
- India
- South Korea
- Australia

Latin America

- Brazil

Middle East and Africa (MEA)

- KSA
- UAE
- South Africa



Contact Us



www.velosms.com



<https://velosms.com/contact-us/>



sales@velosms.com